

250,000 "FOREIGN" CARS VISIT STATE

Our Roads and Scenery Prove Attractive to Autoists From Other Commonwealths.

MANY MILES UNIMPROVED

The attractions of the highway system of this state, with the returns in money made by tourists forms a part of the recent report of the State Commission of Highways. In it appears the statement: "The number of foreign automobiles which visited the State last year was conservatively estimated at over 250,000, and there has been left in the State by these tourists millions of dollars. With the prospect that those desiring next year to go abroad cannot do so, we can reasonably expect this number will be largely increased if the tourists generally understand and appreciate our present system."

There should be in this food for thought for those authorities in a great number of States who think only of the wear and tear on their roads and ignore the income brought to their merchants, hotel men, etc., by these visitors.

There are about \$6,000 miles of highways in this State, but only a small part of these is improved road. In fact, when \$100,000,000 appropriated for the purpose has been expended not much more than 11,000 miles will have been touched. The chief effort of the Highway Department has been to complete the main through routes.

The State commissions report boasts hugely of the scenic attractions of the New York roads.

Our roads present more diversified scenery than any other section of the country, and very few of our people appreciate and understand the present condition of our completed roads, says the report. "Our improved roads run for miles along the Atlantic Ocean and Long Island Sound, pass through the Adirondack and Catskill mountains, and the Mohawk river, cover the old Indian Trail along Lake George and Lake Champlain to the Canadian border, climb the mountain sections of the Adirondacks and the Catskills, follow the International Canadian border along the shores of Lake Erie and Lake Ontario and the St. Lawrence River, touch and encircle the beautiful Finger Lakes of the central part of the State, and pass up, along and over the beautiful valleys and mountains of the southern tier."

Within our borders is the largest city in our country, and hundreds of other populous cities and villages; our farm lands are among the best in the United States, and our water powers are unsurpassed. The Palisades of the Hudson, the Thousand Islands of the St. Lawrence, the Falls of Niagara, Adirondack Park, Watkins Glen and hundreds of other attractive natural places are contained within our area. It is possible now, over a completed system of connected roads, to visit all these sections, and if this knowledge is spread broadcast a tremendous influx of travel will surely be attracted to view the beauties of our State.

"During the past year the two great engineering problems involving the construction of the road around the face of Storm King Mountain and the building of the Rondout bridge near Kingston have been solved by the engineering department, and the plans are so worked out that within the money available all of Route 3, on the west side of the river can now be completed within a short time. In connection with these plans we have also, in cooperation with the Interstate Palisades Park Commission, awarded contracts for practically the balance of the State route through the Palisades Park, and this route, on the west side of the river, when completed, will undoubtedly be the finest scenic road in the country, and will connect up all the cities on the west side of the Hudson."

"Our completed system of roads, if extended in a single line, would reach from New York to San Francisco, from Montreal, Canada, to Miami, Florida, and we would still have enough left over to duplicate the improved roads of several other States."

"We have more improved roads and better roads than in any other State or country, and the people of New York have a right to be proud of what the Empire State has done in the matter of improved highways."

Case Eagle Is 'Old Abe,' War Bird

THE eagle on the radiator of every Case automobile is a war bird. He is pictured from "Old Abe," the pet and mascot of the Eighth Wisconsin Battery in the civil war. And inasmuch as the Case is a Wisconsin product, the close association between the two is appropriate.

"Old Abe" was captured in the wilds of the Flambeau River country by Chief Sky, a Chipewewa. He traded the bird to Daniel McCann for a bushel of yellow corn. McCann took the bird to Eau Claire and disposed of him to Company C of the battery. The eagle went through thirty-six battles and inspired the Badger battery to great deeds.

The last public appearance of "Old Abe" was at Milwaukee in 1880, when he and Gen. U. S. Grant were honored guests at the G. A. R. encampment. A year later the eagle, which was housed in the cellar of the old State Capitol at Madison, was overcome by a fire which started in some old paint and oil. He died March 26, 1881. His memory is preserved in the trademark on all Case goods.

THEY'VE NO USE FOR THIS STORAGE PLACE

Reo People Therefore Will Rent Their Building at Reasonable Rates.

Does anybody know of anybody who wants to rent the largest, finest and newest automobile storage warehouse in America? If so, there's such a place to rent in Lansing, Mich. A brand new storage warehouse, built to hold more than 2,000 automobiles and whose floors have never been stained by a tire.

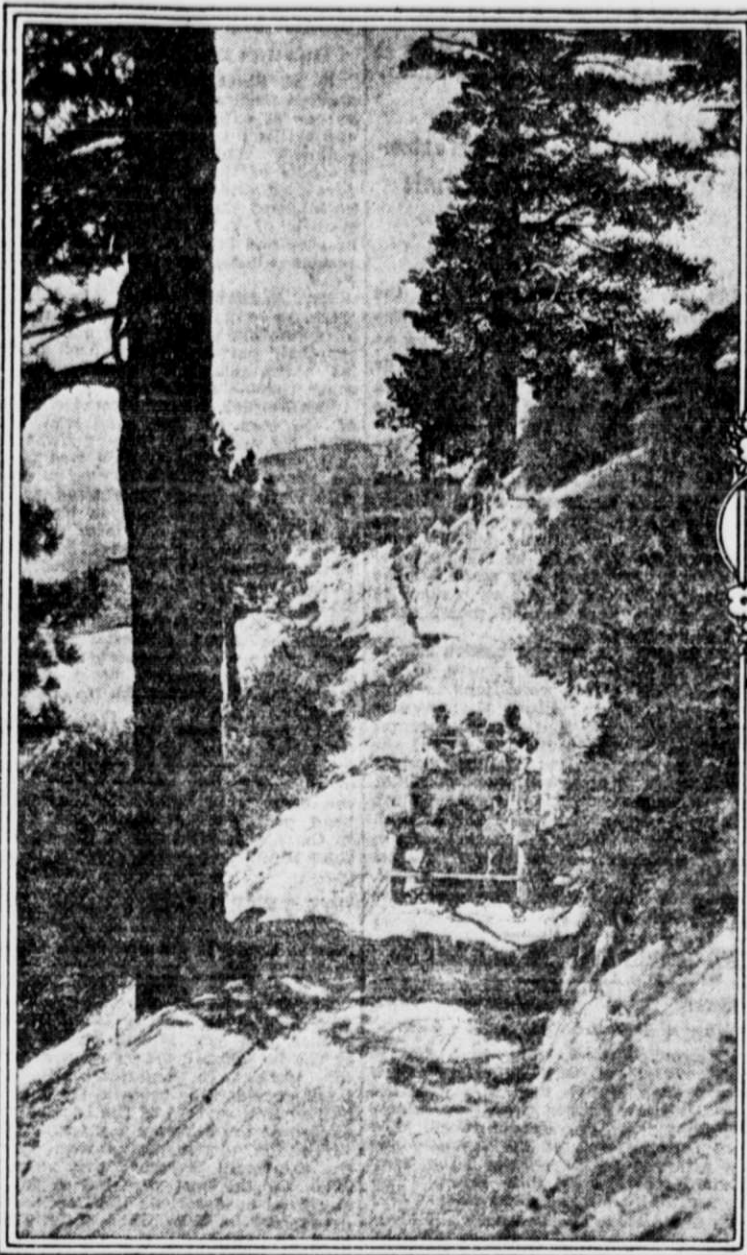
"We're pretty conservative about our investments as a general rule," says General Manager R. H. Scott of the Reo Motor Car Company, "but we are willing to confess that we made one investment, running into nearly a quarter of a million dollars, that might be called a mistake, if you like to look at it that way."

"When we planned to increase our factory capacity by 50 per cent, we did so with the idea of running full force in the fall and winter months. At that season it is easier to get men because most of the other automobile factories are running short-handed. We hoped to get a little ahead of our dealers' demands in December and January, so as to be able to more nearly supply them when the big spring business opened up. We have never known a time in the ten years we have been in business when we could supply enough. This year we made up our minds we would get the jump on the situation by making them at a time when we were sure few would want to buy them. In order to do that, of course, we could have to have somewhere to house them over the slack season, so one of the additions we made to our plant was this model storage warehouse. We were very proud of it. Up to the minute in every respect, fireproof, equipped with sprinkler system and all that sort of thing, it is a model of its kind. But alas! We have no use for it! Could we have known six months ago what we know now we might have been able to procure machinery and adapted it to manufacturing still more cars. We thought 50 per cent increase over last year's output would take care of our dealers' demands. But it won't."

"On his return from the New York Automobile Show, Sales Manager Ruesch came to me and said: 'You will never put a Reo car in that warehouse this season—there's a bale of orders to prove it. And they were not only orders—but ship immediate orders.'"

"The demand is such that, even with all our added facilities, we are pushed

Tourists Test Hudson Motor and Brakes on the Bear Valley Grades in California



Motorists who plan to tour to the westward this year by way of seeking American West (and the Pacific coast) expositions as well incidentally will be greeted by such scenes as these. These California tourists are "doing" the Bear Valley country in their Hudson car. A fascinating, rugged country it appears.

Buy a Motor Car; Keep Money Going

EVERY dollar expended in motor cars is just so much money contributed to the general prosperity of the country," says John N. Willys, president of the Willys-Overland Company.

"The conversion of raw material into finished cars and parts is putting millions of dollars every month into the pockets of machinists, foundrymen, trimmers, assemblers and other master workmen. These men in turn are handing over their money to the butcher, the baker, the grocer, the merchant and the banker."

"Figures as to the number of men who gain a livelihood through this single industry are not available because of the various allied trades involved. But there are garagemen, salesmen, tire makers, manufacturers of accessories and electrical equipment, leather merchants, steel men and makers of other products, who with an enormous army of employees profit directly or indirectly by the manufacture and sale of motor cars."

Porter to Race Knight Engine Cars.

Three Knight motor cars are promised for the next Indianapolis race by E. R. Porter of Port Jefferson, L. I., who is preparing to manufacture P. R. P. cars on his own account. The motors will have a piston displacement of 267 cubic inches with a bore and stroke of 3.5 by 4.2 respectively. They are expected to develop a brake horsepower of 130 at 3,500 revolutions a minute and a speed of 145 miles an hour on the road.

GOODYEAR TIRE PRICES FURTHER LOWERED

The Third Cut to Be Made in Two Seasons Commented on by C. W. Seiberling.

The Goodyear Tire and Rubber Company announces, effective February 1, another big reduction in Goodyear tires, the third reduction in two years, or a total reduction of 45 per cent.

"Our present action," says C. W. Seiberling, vice-president, "is entirely logical and is based on lower cost of crude rubber, the largest factory production in the world, the facilities afforded by ownership of our own fabric mill, our worldwide organization, and gives us certain important advantages in purchasing crude rubber, and a desire to continue to give tire users the most for their money."

"In going forward on the new basis we are happy to announce several refinements in Goodyear tires, at an added cost to insure greater service, even in the face of a price reduction. Ours is the only company that continues to use the costly wrapped tread process of manufacture with the on air cure, features relinquished with regret by other manufacturers with smaller output because of the expense involved."

"Goodyear three inch tires have four plies of the strongest fabric—many of them three plies—making our three inch offering the strongest possible. Our four and a half inch tires have six plies of fabric, against the usual five. In the five and a half and six inch sizes we are using a heavier tread and carcass than ever before, the result being fewer punctures and longer wear."

"Our achievement in the fabric is also a source of satisfaction to ourselves as well as to tire users. As the result of experiments in our own mill we have a fabric that is fully 5 per cent stronger than any we have ever been able to obtain on the market. So in making announcements of our price reduction and plans for the year we consider that we are in better position than ever to maintain leadership in tiredom."

"Last year our output increased 26.6 per cent, we made and sold a million and a half tires. For years we have kept our profit margin as low as safety would permit and volume has enabled us to make satisfactory annual showings. Our present announcement is fully in line with that policy."

FOR ELECTRIC OWNERS.

List of Charging Stations and Other Valuable Data.

The ninth edition of the New York Electric Vehicle Association's book of "Electric Automobile Charging Stations and Route Maps" has just been issued. This book, which has an annual publication, has several new features in the 1915 edition in addition to the material previously used, which has been revised and brought up to date.

There is a list of all charging stations in New York city and within a radius of more than a hundred miles, together with the distance of each from Columbus Circle, the maximum amperage and voltage available, the hours during which service can be obtained, the cost per kilowatt and the price charged for "boosting." One of the new features is a map of Manhattan and The Bronx, showing the location of all charging stations.

The New York Electric Vehicle Association has sent copies to all owners and operators of electric vehicles, both pleasure and commercial, in New York and other places covered by the book. It will be sent free upon request at the offices of the association, Irving place, Central Park West, or at the garage, 141 West 11th Street, and Sixty-second Street.

LYONS-KNIGHT IS DOING WELL.

"That the interest in the Silent Knight type of motor car has not abated, but, in fact, has grown the past year is evidenced by the interest displayed in the Lyons-Knight cars at the recent New York show," says Howard Davis, local manager of the Lyons Atlas Company at 1874 Broadway.

"Not only was there great interest in the sliding sleeve motor, but the amount of business actually done at the show and since has been most gratifying. When one considers that it was just a year ago that the Lyons-Knight cars were introduced to the New York public, the favor with which they have been received is proof that certain advantages of this type of motor are recognized by both the owner and driver."

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Women Learn Auto Driving Very Readily

DRIVING an automobile is easy compared with some of the athletic feats now accomplished by women. However, a general impression prevails that they cannot learn to drive well. The fact is that most women learn more quickly than men. Men as a rule are overcautious, and, consequently, slow at learning. Although to be cautious is most advisable, nerve is required, especially in city driving.

These are the findings of instructors in the Stewart Automobile School of Fifty-seventh street and Broadway, which has a large number of women students in its courses for the fair sex.

HOW MITCHELL CARS HAVE WEIGHT REDUCED

Harry Houpt Tells of Drop Forgings Which Mean More Strength But Less Tonnage.

In discussing the weight reduction in the 1915 models of the Mitchell Harry S. Houpt, distributor for the East, calls attention to the fact that brake levers, wheel hubs and like parts are generally made of malleable iron, which has about one-third the strength of steel. In the 1915 models of the Mitchell malleable iron parts to the number of 219 have been replaced by drop forgings. These drop forgings with a tensile strength three times greater than that of malleable iron reduce bulk and weight by approximately 50 per cent, while doubling the strength, or what Mr. Houpt calls the factor of safety.

If only a half or full pound were saved on each casting it would mean a reduction in weight of 219 pounds, yet in some of these parts as much as ten pounds is saved by the use of a drop forging.

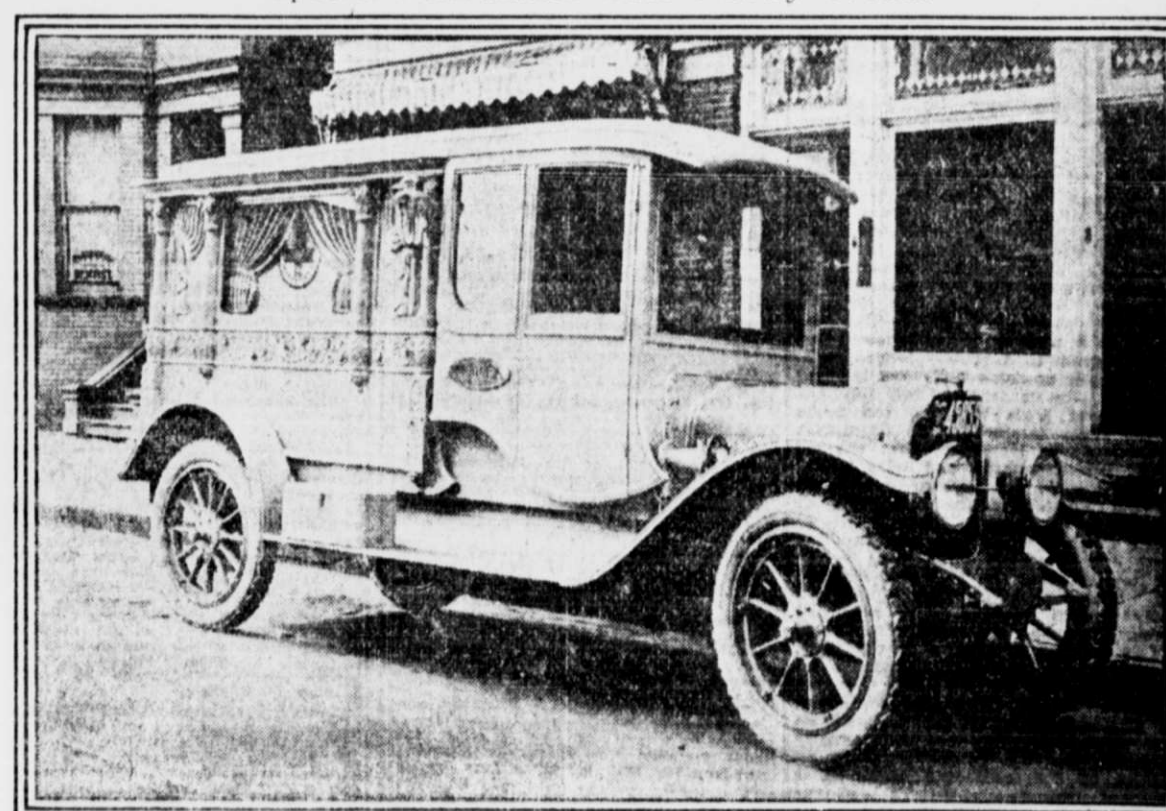
A further reduction in weight, Mr. Houpt states, is made in all the Mitchell cars by the use of stampings. There are 275 of these in the 1915 models, and the larger part of them replace heavier and coarser metals.

Weight reduction is carried through in the light six and four lower half of the engine cranks. This is a one piece stamped weighing 19½ pounds. In many cases this part is made of cast iron and would weigh seventy-four pounds. The upper half of the crank case on both models is cast of aluminum and in the light four weighs sixty-four pounds. If the crank were cast of iron it would weigh two and a half times as much.

Enter Saxons in Contests.

Haag & McLaren of 278 Halsey street, Newark, who have taken the agency for the Saxon four and six for Essex county, have entered two Saxon four cylinder cars in the second annual hill climb and point economy contest of the Light Car Club of New Jersey, which will be held at Teaneck, N. J., on February 22.

Special Ambulance Uses Nobby Treads



This white chassis fitted with a special ambulance body for J. B. Mooney in Wilkesbarre, Pa., has Nobby Tread tires, which Mr. Mooney says give him long mileage and protection against skidding when getting to places in a hurry.

CALLS IT NEW STANDARD.

Goodrich Manager Says Announcement Sets It.

"The Goodrich announcement of prices to dealers and tire users is the sensation of the automobile world," says W. H. Yale, New York manager.

"Somebody had to do it. Because the price lists have been getting into the 'joke' class."

"Price lists were too generally being printed up for the sole purpose of being discounted down by the retailer."

"Value was being lost sight of in the hot competition as to who could quote the greatest discount off price lists."

"There is only one ready way to determine tire value in advance of wearing out the tire. That is to measure the price for a given size, against the price of the most standardized tire in the field."

"The B. F. Goodrich Company factory has an annual production of over 90,000,000 pounds of rubber goods. That justifies you in believing that its purchasing of raw materials and its manufacturing costs must be low for simplicity of quality."

"In turn, that also means that its huge volume also admits of selling tires on a smaller profit per tire than if it had to take all its overhead expenses out of one kind of rubber product only or out of smaller volume."

"With such a huge market at stake it will also be evident that such a concern could not afford to risk its future by charging more for a tire than it would deliver value for even if the current padded price list system made it easy to do so."

ROAD RACE COURSE IS MERRY-GO-ROUND

Circuit at Panama-Pacific Exposition Less Than Four Miles Around.

19 ENTER IN EACH EVENT

Several new entries for the Vanderbilt Cup and Grand Prize races at the Panama-Pacific International Exposition were made the past few days and these have been announced by W. L. Hughson, chairman of the racing committee. The lists for the races, which are to be held respectively on Washington's Birthday, and Saturday, February 27, at present number nineteen positive entries each, with half a dozen possible entries in addition.

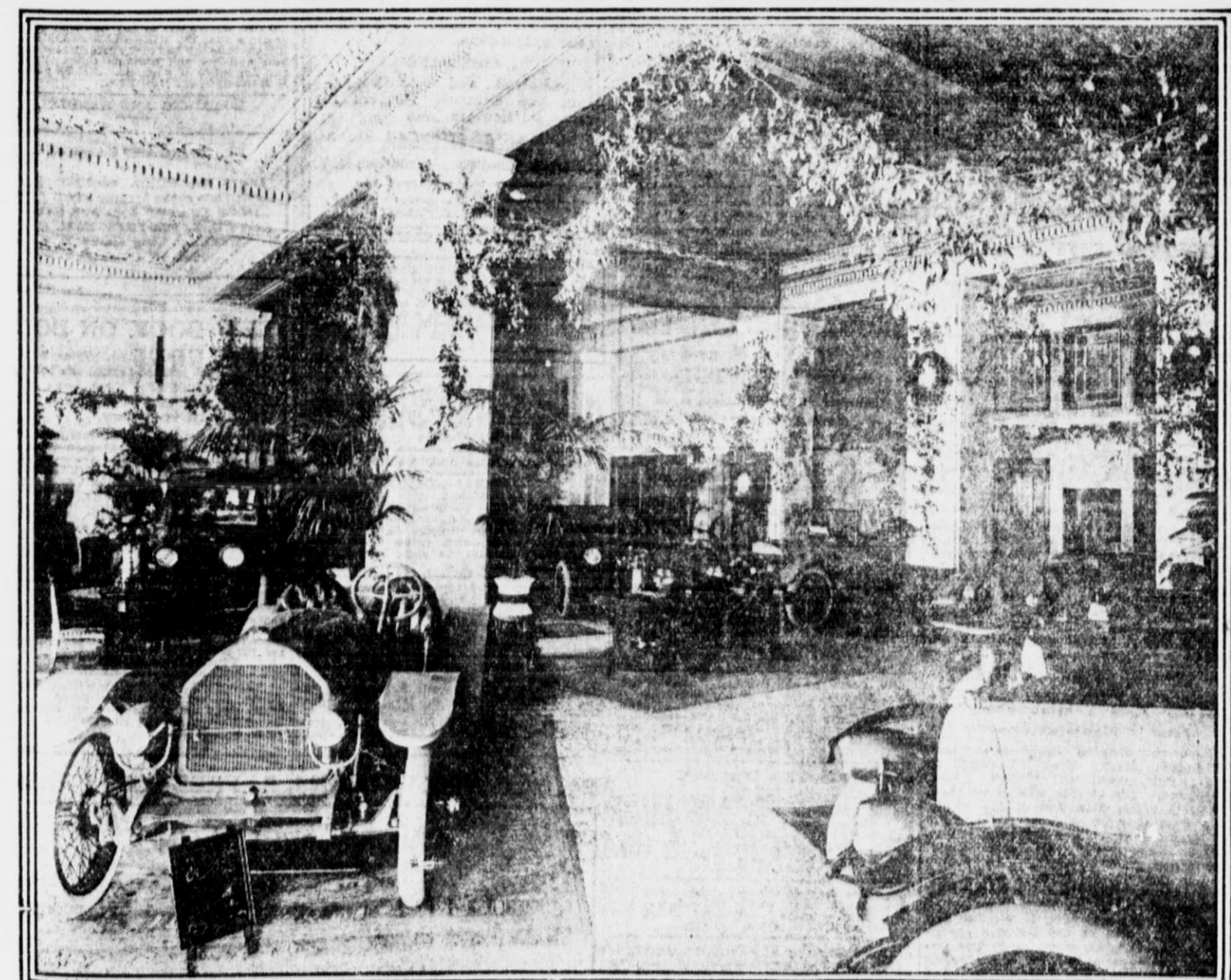
Louis Diebrow, the present mile track champion, has entered his Simplex Zip, which has broken so many records on mile tracks. The car is now being turned up for road race work and Diebrow expects to make it give as good an account of itself on the four mile circuit at the exposition grounds as it has on mile tracks and beaches. C. R. Newhouse will be at the wheel of a Delage entry. This car is the property of W. E. Wilson of Rochester. Two Marmones have been nominated, both to be driven by their owners, A. A. Cadwell and W. D'Alene. Jack Gable will be at the wheel of the Tahiti Special, owned by Frederick Robinson of San Diego, Cal., and the Duesenberg pair entered by F. S. Duesenberg of St. Paul, Minn., will be handled by Edward O'Donnell and Tom Alley, the latter formerly Ralph De Palma's mechanic.

In addition to these there is the Strutz team, with Anderson, Cooper and Wilcox as drivers; the Mercer team of three, one of which will be piloted by Eddie Pullen, winner of the last previous Grand Prize at Santa Monica, and breaker of the world's road race record at Corona, Cal., recently; a trio of Maxwells, with Barney Oldfield, Billy Carlson and Rickenbacher as pilots; a Chevrolet with Jack Le Cain up, and a pair of Peugeot with drivers not yet nominated. Dario Resta, the crack English driver who arrived in this country recently, is expected, and is probable that he will handle a Peugeot.

All the entries made thus far are for both races. In addition to the \$16,000 in prizes offered for the speed carnival, several thousand dollars in special cash prizes have been offered by accessory manufacturers. The Bosch Magneto company, Wire & Schaefer, the Weed Chain Tire Grip Company, Rajah Auto Supply Company and others are offering substantial bonuses to drivers using their respective equipments.

The forthcoming races are to be staged on the shortest course ever used for a big road race. The exposition speedway measures 3.9 miles in circumference, which means the contestants in the Vanderbilt will make 76 laps in covering the 294 miles, and in the Grand Prize 103 laps will be needed to attain the distance for that event, 402 miles. Inasmuch as frequent bunching of the cars will be occasioned on this short course the race should be replete with thrills. Cars overtaking one another so frequently will add greatly to the excitement of the contest.

An Example in Decoration of an Automobile Salesroom



This is a view of what C. T. Silver calls his "Auto Salon" in the building of the C. T. Silver Motor Company. He has had the marble showroom dressed up and has been holding a special exhibition of bodies fitted to chassis of the Overland, Peerless and Willys-Knight cars. Silver has invested \$75,000 in these special bodies to illustrate how individual tastes may be worked out.